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A handheld computerized golf data recording, reporting and advising unit, and a method for its operation. The unit itself is a small, comfortably handheld computerized unit with a generally writable display and a simplified key control panel to enter and retrieve data. Using the key control panel, a golfer can selectively retrieve a number of pre-formatted screens corresponding to pre-game, game-interactive and post-game recording and reporting of golf facts statistics and general golf knowledge. The pre-game screens contain data input fields having predetermined sets of values a user selects to provide information required by the gameinteractive and game-reporting screens and algorithms to process, store and report information. The information entered in the pre-game and game-interactive mode is automatically stored in the memory of the unit and subsequently formatted into one or more statistical reports upon request by the user.